

Crook County Promotion Board
Meeting of May 4, 2015 – 4:00 PM
West Texas Trail Museum - Moorcroft, Wyoming

Attending: President Rose Ann Olson, Vice President Joleen Hart, Robyn Finch, Secretary/Treasurer; members Cynthia Clonch and Andrea Wood.

Guests: Jennifer Womack, Sagebrush Marketing, Mary Silvernell from Campbell County Tourism, Elaine Buckmiller from the Moorcroft Chamber of Commerce Jubilee Committee.

President Rose Olson called the meeting to order at 4:00 pm.

Rose has talked to Pine Haven and they said that a representative would be at this meeting and would be appointed to the Board. No one is at this meeting. Rose suggested that we see if Kendra M. would be interested. She is from Alva, but would be an asset to the board and would give us the required number of members.

Approve Agenda, Minutes and Treasurer's Report: Joleen moved to accept the agenda as presented;. A motion was made by Joleen to accept the minutes and the treasurer's report of the March 2nd and the April 6th meetings. Motions were seconded by Andrea and all passed.

VISITOR PRESENTATIONS

Mary Silvernell from Campbell County Visitor's Bureau presented a slide-show with 2014 tourism numbers, both in Campbell County and in Crook County. Last summer Campbell County hired Randall Marketing to do a Destination Assessment for the Gillette-Wright areas. The 2014 economic impact of tourism was way up in Wyoming and our counties.

Campbell County has developed several new marketing tools using Devils Tower as a destination reference point, including different co-ops with local businesses, the development and marketing of a local ale known as Monument Ale, and are in the process of trying to put together tours to and from Gillette and the Tower, but don't know if they will get that off the ground this summer.

Elaine Buckmiller discussed the grant application from the **Moorcroft Jubilee**. They celebrate 50 years this year, and are trying to help coordinate an all school reunion in conjunction with the Jubilee. She also offered a thank you from the Jubilee Committee for the grant funds for last year's celebration.

Rose Ann reported that **Cassie Garman** will be bringing over the trailer from **Black Hills & Badlands** on July 10th to coincide with the State's 125th Anniversary. She will be available all that day and can be wherever we need her to be with the trailer. Andrea said they are doing their celebration in the afternoon and would want the trailer at the KOA then. Rose will coordinate travel with Cassie.

OLD BUSINESS

Development of 2016 Budget

Marketing Plan (brochures, area activity guide, community guides, 75th Rally promotion, etc.): Jen brought several different ideas and examples to the meeting. She believes that we need dual – but different types of publications, each of which would be used to target different types of requests. A color scheme would be set and those colors would remain the same on all publications. It was decided that we liked the 6-panel double-fold and the 6x9 Activity Guide (24 pages) that Jen passed around. She will get pricing to produce these two items.

Marketing Plan (website redesign including logo, QR code, facebook, articles, etc.) Discussion about using caricature drawings of Theodore Roosevelt with the Tower as a main promotional idea was held, with most but not all of the board members agreeing. More discussion and ideas will be forthcoming. For instance, most felt that Teddy would need to be wearing a cowboy hat.

Jen will do a press release highlighting the statistics of Dean Runyan and Associates and the Wyoming Travel Industry Coalition for the 2014 travel season and the projection for 2015.

Budget: The budget is based on projected income of \$75,150.00. We have one reserve CD account for \$18,307. The total projected budget is \$117,150.00. Discussion was held about lowering the amount of dollars given for grant distribution from the past years. Andrea pointed out that if we followed our own rules, it would be easier to stay within our limits. The board has discussed on several occasions that we should lower the grant dollars budgeted and add that amount to more effective marketing strategies. The Crook County Promotion Board did help with several signage projects in Crook County this year, including the new Moorcroft sign, the Vore Buffalo Jump sign, and the Sundance Chamber of Commerce sign.

The only new item added to this year's budget is money to do a StoryGPS driving tour of Crook County. We will start with one tour and can add others as we go. Story presented her program to us at the April meeting and Andrea has talked to her about costs to begin and do one tour. Rocky from the Crook County Museum District gave us information on their project for a Sundance Walking Tour with Story as well. He would like to see the Crook County Promotion Board help with initial funding of his project. He is looking for an additional \$4,000 from us to start his project. Since our quote did not include anything about the Sundance project, we don't know if they can be combined and save some set-up costs. Andrea will clarify this with Story Clark and let us know. In the meantime, Joleen stated that we needed to go ahead and put the \$10,000 for our project cost into our budget and if there is some way that we can combine them, that would be good. However, if they are two different projects, then she would still like to see our budget reflect our project. Andrea moved that we accept this budget; Joleen seconded her motion. Discussion was held, and motion was passed.

The budget, as voted on and accepted, is attached.

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Meeting of May 4, 2015
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Other Old Business:

Robyn will go to the next County Commissioners meeting on May 6th and find out about their survey regarding the **Devils Tower name change** and what they will be asking the Board to do in regards to getting that survey out to the lodging businesses in Crook County.

It was decided that instead of taking time in a meeting to review the **Joint Powers Agreement and By-laws**, that Andrea would revise and send them out to members. We can review, discuss, and then vote on them at our next meeting. There is nothing major in the changes, and it does not have to be done immediately.

NEW BUSINESS

Grant Applications:

Coronato – map for Sturgis Rally	\$ 500
Hulett Roping Club – Hulett Rodeo	\$ 500
Moorcroft Jubilee	\$ 500
Devils Tower Fireworks	\$1,000
Old West Invitational Turkey Shoot	\$1,000
Texas Trail Cruisers Car Show	\$ 250
Rock'n the Road Campground & Concert Park	\$ 500
Dorothy Greenwood & Presenters	\$ 250

Joleen moved we honor grant requests in the amounts above, with the exception of the Devils Tower Fireworks. Cynthia seconded. Discussion was held, and motion was passed. Joleen moved that we honor the grant request for Devils Tower Fireworks in the amount of \$1,000; Cynthia seconded. Discussion was held, motion passed with Andrea abstaining from voting. In the event of high fire danger at that time, the fireworks will not be held.

The next meeting of the Crook County Promotion Board will be held on Monday, July 6th at 12:00 noon at the restaurant at the Golf Course in Hulett. It will be a lunch meeting. Rose Ann will check with the restaurant and confirm that this date and time will fit into their schedule. Meeting was adjourned.

Respectfully Submitted.

Robyn Finch
Secretary
Crook County Promotion Board

**Crook County Promotion Board
Treasurer's Report
For Meeting of May 4, 2015
*as of May 4, 2015***

Regular Checking Account		\$ 24,594.80
45832 Certificate		<u>\$ 18,307.67</u>
Balance on hand	\$ 42,902.47	

Deposits since last meeting:

Crook County Treasurer	01/30//2015 dist	\$ 1,910.57
Crook County Treasurer	02/27/2015 dist	\$ 3,481.91

Attachments

Profit and Loss Detail of July 1, 2014 – May 4, 2015
Profit and Loss Summary for July 1, 2014 – May 4, 2015
Wyoming Department of Revenue distribution runs of March and April 2015

7:12 AM

05/04/15

Accrual Basis

Crook County Promotional Board
Profit & Loss
July 1, 2014 through May 4, 2015

	<u>Jul 1, '14 - May 4, 15</u>
Ordinary Income/Expense	
Income	
Investments	
Interest-Savings, Short-term CD	36.82
Total Investments	<u>36.82</u>
Other Types of Income	
Miscellaneous Revenue	6,150.00
Total Other Types of Income	<u>6,150.00</u>
WY Tax Distrib.	68,467.38
Total Income	<u>74,654.20</u>
Expense	
Bond-Executive Secretary	140.00
Contract Services	
Outside Contract Services	3,737.30
Total Contract Services	<u>3,737.30</u>
Crook County Promo Advertising	
Distribution	8,543.08
Magazine ads	22,340.00
Signage	6,147.00
Total Crook County Promo Advertising	<u>37,030.08</u>
Grant Distribution	18,002.80
Operations	
Books, Subscriptions, Reference	586.00
Postage, Mailing Service	50.00
Printing and Copying	17,370.00
Supplies	100.00
Total Operations	<u>18,106.00</u>
Tax Distribution Paid Out	2,992.59
Travel and Meetings	
Conference, Convention, Meeting	379.00
Total Travel and Meetings	<u>379.00</u>
Web Page	468.75
Total Expense	<u>80,856.52</u>
Net Ordinary Income	<u>-6,202.32</u>
Net Income	<u><u>-6,202.32</u></u>

7:09 AM

05/04/15

Accrual Basis

Crook County Promotional Board

Profit & Loss Detail

July 1, 2014 through May 4, 2015

Type	Date	N...	Name	Memo	Amount	Balance
Ordinary Income/Expense						
Income						
Investments						
Interest-Savings, Short-term CD						
Deposit	10/14/2014			Deposit	18.40	18.40
Deposit	2/21/2015			Deposit	18.42	36.82
Total Interest-Savings, Short-term CD					36.82	36.82
Total Investments					36.82	36.82
Other Types of Income						
Miscellaneous Revenue						
Invoice	7/22/2014	1	Campbell County Visitor...	Gillette and Wright informat...	6,000.00	6,000.00
Deposit	11/18/2014		Hulett Chamber of Com...	use of storage unit for 1 year	150.00	6,150.00
Total Miscellaneous Revenue					6,150.00	6,150.00
Total Other Types of Income					6,150.00	6,150.00
WY Tax Distrib.						
Deposit	7/19/2014		Crook County Treasurer	5/30/14 dist.	1,790.11	1,790.11
Deposit	8/15/2014		Crook County Treasurer	6/30/14 dist.	2,957.18	4,747.29
Deposit	9/22/2014		Crook County Treasurer	7/31/14 distribution	10,308.66	15,055.95
Deposit	10/22/2014		Crook County Treasurer	8/31/14 distribution	12,465.24	27,521.19
Deposit	11/15/2014			9/30/14 distribution	10,895.47	38,416.66
Deposit	12/12/2014		Crook County Treasurer	Deposit	14,214.56	52,631.22
Deposit	1/19/2015		Crook County Treasurer	Deposit for 11/29/14 dist.	4,463.28	57,094.50
Deposit	2/18/2015		Crook County Treasurer	Deposit for 12/31/14 dist.	5,980.40	63,074.90
Deposit	3/19/2015			dist of 01/30/2015	1,910.57	64,985.47
Deposit	4/20/2015		Crook County Treasurer	02/27/15	3,481.91	68,467.38
Total WY Tax Distrib.					68,467.38	68,467.38
Total Income					74,654.20	74,654.20
Expense						
Bond-Executive Secretary						
Check	1/5/2015	951	CNA Surety		140.00	140.00
Total Bond-Executive Secretary					140.00	140.00
Contract Services						
Outside Contract Services						
Check	7/7/2014	923	Saagebrush Marketing	Marketing	675.00	675.00
Check	9/8/2014	932	Annette Ganz	support/intercept study	84.80	759.80
Check	9/8/2014	933	Saagebrush Marketing		1,487.50	2,247.30
Check	3/2/2015	965	Saagebrush Marketing		1,490.00	3,737.30
Total Outside Contract Services					3,737.30	3,737.30
Total Contract Services					3,737.30	3,737.30
Crook County Promo Advertising						
Distribution						
Check	8/18/2014	927	Certified Folder		313.77	313.77
Check	8/21/2014	929	Certified Folder		177.40	491.17
Check	9/10/2014	930	Certified Folder	VOID: freight invoices alre...	0.00	491.17
Check	10/10/2014	938	Certified Folder		75.93	567.10
Check	2/21/2015	961	Certified Folder		7,847.27	8,414.37
Check	4/13/2015	969	Certified Folder		128.71	8,543.08
Total Distribution					8,543.08	8,543.08
Magazine ads						
Check	11/2/2014	941	Black Hills, Badlands & L...	full page ad in SD Visitor G...	4,240.00	4,240.00
Check	11/8/2014	942	Miles Marketing Destinati...		5,713.33	9,953.33
Check	12/12/2014	947	Miles Marketing Destinati...	WY Journal advertising	5,713.33	15,666.66
Check	2/10/2015	958	Miles Marketing Destinati...	WY Journal	5,713.34	21,380.00
Check	5/4/2015	970	tdg Communications	Sundance Visitor's Guide	960.00	22,340.00

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Accrual Basis

Crook County Promotional Board

Profit & Loss Detail

July 1, 2014 through May 4, 2015

Type	Date	N...	Name	Memo	Amount	Balance
Total Magazine ads					22,340.00	22,340.00
Signage						
Check	7/20/2014	925	Lamar		492.00	492.00
Check	8/18/2014	928	Lamar		492.00	984.00
Check	10/10/2014	937	Lamar	2 months	1,014.00	1,998.00
Check	11/2/2014	941	Black Hills, Badlands & L...	pre-roll video co-op	600.00	2,598.00
Check	11/2/2014	940	Lamar	billboard	507.00	3,105.00
Check	12/30/2014	948	Lamar	Billboard	507.00	3,612.00
Check	12/30/2014	949	Lamar	Billboard	507.00	4,119.00
Check	2/10/2015	956	Lamar		507.00	4,626.00
Check	2/24/2015	962	Lamar		507.00	5,133.00
Check	3/26/2015	966	Lamar		507.00	5,640.00
Check	5/4/2015	971	Lamar		507.00	6,147.00
Total Signage					6,147.00	6,147.00
Total Crook County Promo Advertising					37,030.08	37,030.08
Grant Distribution						
Check	7/16/2014	922	Ride A Horse-Feed a Co...		1,500.00	1,500.00
Check	9/10/2014	935	Sundance Beer Festival		1,500.00	3,000.00
Check	11/18/2014	945	Ken Newby	Moorcroft sign - misc. expe...	231.65	3,231.65
Check	11/22/2014	946	Rosenbaum Signs	Moorcroft sign installation	4,521.15	7,752.80
Check	1/8/2015	952	Sundance Chamber of C...	Billboard on I-90	1,000.00	8,752.80
Check	1/8/2015	953	Sundance Winter Festival		1,500.00	10,252.80
Check	4/6/2015	968	Vore Buffalo Jump	signage at I-90 site	7,750.00	18,002.80
Total Grant Distribution					18,002.80	18,002.80
Operations						
Books, Subscriptions, Reference						
Check	11/2/2014	941	Black Hills, Badlands & L...	trade membership	486.00	486.00
Check	1/14/2015	954	WTIC		100.00	586.00
Total Books, Subscriptions, Reference					586.00	586.00
Postage, Mailing Service						
Check	2/10/2015	957	USPS	box rent for 1 year	50.00	50.00
Total Postage, Mailing Service					50.00	50.00
Printing and Copying						
Check	7/1/2014	921	Chicken Creek Communi...	300,000 brochures	17,370.00	17,370.00
Total Printing and Copying					17,370.00	17,370.00
Supplies						
Check	2/19/2015	960	Finch, Robyn	2 each \$50 Visa gift cards/...	100.00	100.00
Total Supplies					100.00	100.00
Total Operations					18,106.00	18,106.00
Tax Distribution Paid Out						
Check	7/20/2014	924	City of Sundance		54.05	54.05
Check	8/18/2014	926	City of Sundance		98.40	152.45
Check	9/15/2014	931	City of Sundance	7/31/14 dist.	555.94	708.39
Check	10/25/2014	939	City of Sundance	8/29/14 dist.	433.71	1,142.10
Check	11/15/2014	944	City of Sundance	9/30/14 distribution	311.55	1,453.65
Check	12/31/2014	950	City of Sundance	10/31/14 distribution	831.24	2,284.89
Check	1/19/2015	955	City of Sundance		77.38	2,362.27
Check	2/18/2015	959	City of Sundance		347.91	2,710.18
Check	3/21/2015	964	City of Sundance		32.72	2,742.90
Check	5/4/2015	972	City of Sundance	02/27/15	249.69	2,992.59
Total Tax Distribution Paid Out					2,992.59	2,992.59
Travel and Meetings						
Conference, Convention, Meeting						
Check	3/1/2015	963	Rose Olson	registration fees for Rose t...	379.00	379.00

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05/04/15

Accrual Basis

Crook County Promotional Board **Profit & Loss Detail** **July 1, 2014 through May 4, 2015**

Type	Date	N...	Name	Memo	Amount	Balance
			Total Conference, Convention, Meeting		379.00	379.00
			Total Travel and Meetings		379.00	379.00
			Web Page			
Check	9/10/2014	934	Wave's Web Design		55.00	55.00
Check	10/10/2014	936	Wave's Web Design		82.50	137.50
Check	11/15/2014	943	Wave's Web Design	yearly CMS hosting	250.00	387.50
Check	4/6/2015	967	Wave's Web Design	maintenance	81.25	468.75
			Total Web Page		468.75	468.75
			Total Expense		80,856.52	80,856.52
			Net Ordinary Income		-6,202.32	-6,202.32
			Net Income		-6,202.32	-6,202.32

Wyoming Department of Revenue

122 West 25th Street
Cheyenne, Wyoming 82002-0110

03/02/2015

Lodging Tax Distribution Detail

Distribution run of: 02/27/2015

County: 18 Crook

Intra-County Apportionment of Lodging Tax Collected:

Entity	Amount	Percentage within County
Crook	\$618.64	17.77%
Moorcroft	\$200.39	5.76%
Sundance	\$2,496.98	71.72%
Hulett	\$165.56	4.76%
Totals:	\$3,481.57	100.00%

**Total Lodging Tax distributable after
Administrative Fee deduction**

Disbursement:	3481.57
Super Now Interest:	0.34
Total:	3481.91